

### **REMARKS**

In the above-mentioned Office action, claims 1-3, 6-7, and 10 were rejected under Section 103(a) over the combination of *Treyz*, *Maruyama*, and *Wynblatt*. And, while objection was made to claims 8 and 9 for being dependent upon a rejected base claim, the Examiner acknowledged the subject matter of these claims to be patentable.

The applicant gratefully acknowledges the Examiner's indication of allowable subject matter of claims 8 and 9. Claims 8 and 9 have been placed in independent form by the amendments to such claims set forth herein.

The rejection of claim 1, and the claims dependent thereon, under Section 103(a) over the cited combination of references is respectfully traversed for reasons that follow.

Specifically, the applicant asserts that *Wynblatt* fails to disclose a personal information unit that is arranged to cause a user interface to signal information to a user only if received entity presence data includes data indicating one of stored types, recited in claim 1.

Review of *Wynblatt* indicates that the reference appears to disclose a system in which URLs can be transmitted to mobile units by means of short range transmitters, e.g., column 2, lines 34-39. Column 2, lines 59-61 indicates that, as a mobile unit moves, the mobile unit receives the URLs of transmitters in whose ranges that it enters. Column 4, lines 9-11 indicates that a receiver of a mobile information terminal listens on all frequencies that have been designated for ABU (Actively Broadcast URL) broadcasts. Column 4, lines 32-34 indicates that a mobile information terminal may be equipped with a facility to alert a user when a new URL has been received and is available. And, column 6, lines 8-16 indicates that a mobile information terminal may be customized by the user of placeholder variables in the broadcast URLs. The user of a mobile information terminal can program a terminal with preferences. The preference information can be sent to Internet programs so that vendors of relevant services can ensure that relevant information is sent to the customer.

*Wynblatt* fails to disclose, or infer, the concept of selectively alerting a user only when certain information is received. *Wynblatt*, in fact, at column 4, lines 9-11 states that all ABU broadcasts are to be received by a mobile information terminal. And, *Wynblatt* states, at column 4, lines 32-34, that a user may be alerted when a new URL is received. But these sections, as

well as others, of *Wynblatt* fail to teach or suggest the alerting of a user to the presence of an entity only when received information relates to a previously recorded user preference. The reference appears simply to teach that it may be desirable to alert a user when a new URL is received.

More generally, in *Wynblatt*, it appears that the purpose of taking user preference data from a user is entirely unrelated to the purpose of selective alerting. And, to the contrary, the user preference data is used in *Wynblatt* to enable vendors to optimize their information provision, e.g., for advertising purposes.

Use of an embodiment of the present invention advantageously permits a user not to be alerted to the presence of all entities for which entity presence data is being received. Instead, the user is alerted to the presence of only certain types of entities.

In short, as claim 1 recites that the personal information unit is arranged to cause the user interface to signal information to the user only if the receive entity presence data includes data indicating one of the stored types, and because none of the references cited by the Examiner discloses such structure, claim 1 is believed to be distinguishable over the combination of the references.

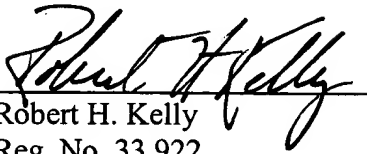
As the remaining ones of the dependent claims include all the limitations of their parent claim, the dependent claims are believed to be distinguishable over the cited combination of references for the same reasons as those given with respect to claim 1.

In light of the foregoing, therefore, allowance of claims 8 and 9, as now-amended, and reconsideration for allowance of claims 1-3, 6-7, and 10 is respectfully requested. Such early action is earnestly solicited.

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Respectfully submitted,

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